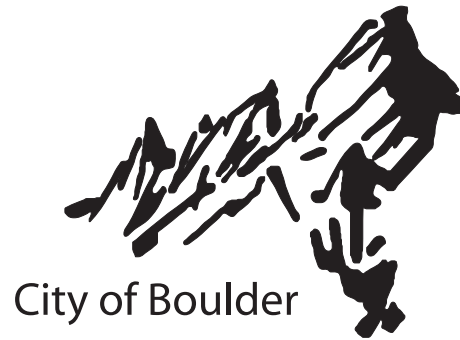


Quick Update to City Council on 2014 City-wide Special Events

October 21, 2014



The City of Boulder permits over 200 Special Events each year.
Below are few City-wide Special Events hosted this Summer:

BolderBOULDER

May 26

Ride the Rockies

June 7

Heart & Sole Half Marathon

June 29

Pearl Street Mile

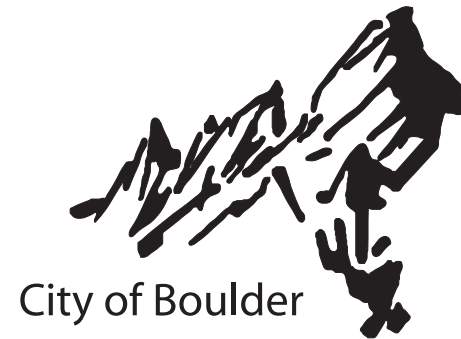
July 9

IRONMAN Boulder

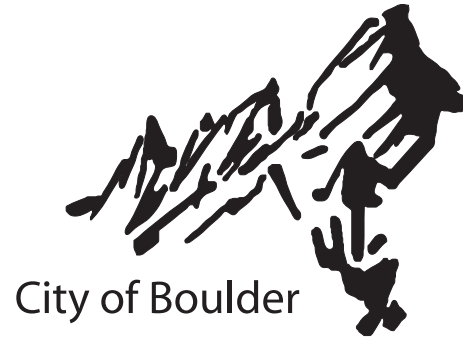
Aug. 3

USA Pro Cycling Challenge

Aug. 24



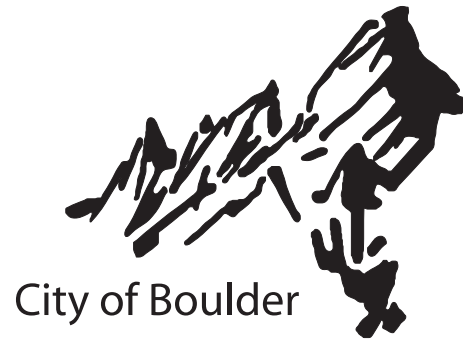
- Boulder hosted a stage start for Ride the Rockies annual recreational tour ride
- The ride includes about 3,000 riders providing an approximate \$250,000 economic impact to each host city
- Boulder Parks and Recreation Youth Services Initiative received a \$5,000 Grant from Ride The Rockies Foundation
- No plans for a 2015 stage, but a future date is expected within the next 5 years



- Boulder successfully hosted its first full Ironman Event in 2014
- The event included 2,700 athletes with an average of 3.3 family members staying 5.1 nights for an estimated \$4.8M impact
- 40% of the athletes visited in advance for an additional \$658,000
- The Ironman Foundation provided over \$50K to local non-profit organizations plus \$12,000 to Boulder Police Dept for Bikes
- City and Ironman are negotiating a two-year renewal through 2016

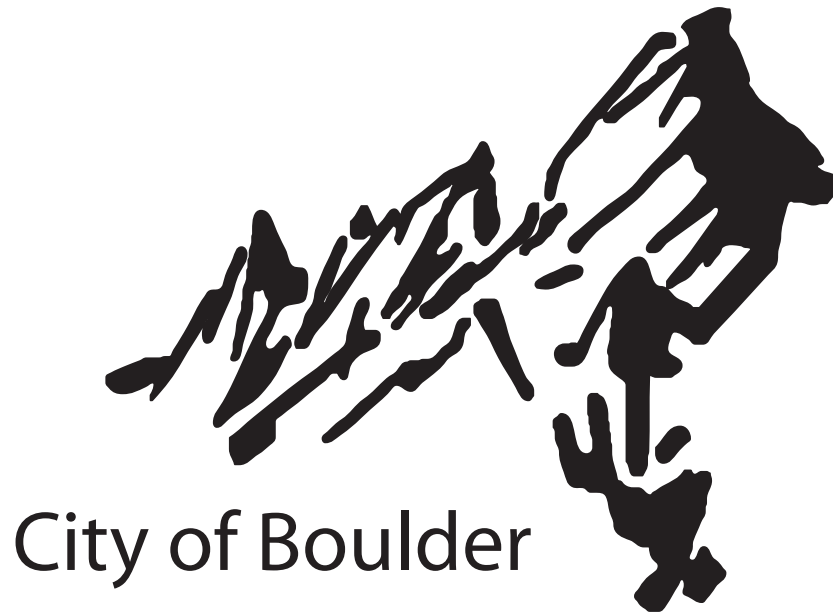
vimeo.com/bouldercolorado/ironmanboulder14

**USA PRO
CHALLENGE**



- 2014 USA Pro Challenge included a successful Sunday Stage Start in Boulder
- 2012 and 2014 crowds were some of the largest on the tour
- The stage included a free Kids Challenge ride for over 400 local youth participating with proceeds benefiting Community Cycles
- No plans for a 2015 stage, but the city is working closely with the Local Organizing Committee to review future options

vimeo.com/bouldercolorado/usaproboulder14



Staff recommends that the city manager enter into an agreement with the World Triathlon Corporation to host the 2015 and 2016 Ironman events within the city limits of Boulder and issue the appropriate permits for all event activities regulated by city code.